

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 30

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money says...



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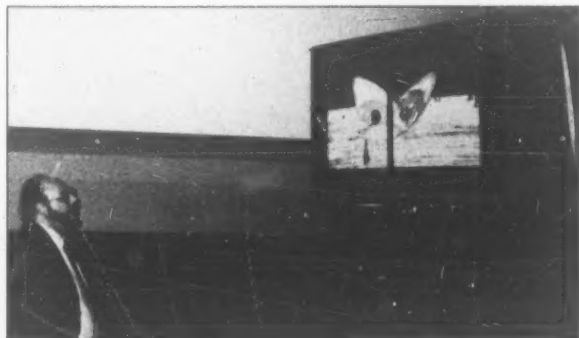
50th Year 1980
FCC rides its Augean
stables of indecency

Broadcasting

Upbeat forecast... TV station group operators are optimistic about financial outlook for 1990. If indicators are correct, average TV profit margins will expand next year. **PAGE 27.**

Clearing the decks of indecency complaints... FCC's Mass Media Bureau processes two-year backlog, fining four stations. **PAGE 28.**

SMPTE '89... Among highlights of Society of Motion Picture & Television Engineers Conference and Equipment Exhibit: Eastman



Kodak announces two new systems promising to lead to several film/HDTV video hybrid productions, and live HDTV satellite-delivered message is received from Tokyo (above). **PAGE 49.**

31/ NOT NOW
So-called "fifth network" proposed by Paramount and MCA appears dead—at least in its original configuration with January 1991 launch.

32/ BELO RESPONSE
A.H. Belo Corp. tells FCC that Belo's Dallas TV station did not use co-owned newspaper to get syndicated feature package.

33/ RADIO REFORM
House Telecommunications Subcommittee Chairman Ed Markey expresses misgivings about radio license renewal reform legislation.

32/ EXTRA INNINGS
St. Louis Cardinals award new three-year TV contract to KPLR-TV, excluding any separate cable coverage.

36/ MORE SOAP
Zodiac Entertainment enters teenage soap opera picture.

36/ PLAYING GAMES
Buena Vista and Barris Television each prepare new game show for NATPE premiere.

38/ LBS LINK
LBS Communications

announces two new program projects for next spring: matchmaker show and original movies with foreign co-producers.

39/ MOVIE LIFE
Lifetime Television buys its first major film package,



'Bull Durham' on Lifetime including titles set to appear on cable service before their syndication windows.

40/ AFTERSHOCKS
NBC News attempts to sort out what caused more than hour delay in providing its affiliates pictures of California earthquake.

40/ NEWS FIT
KCRA-TV Sacramento is changing its schedule to include more local newscasts and preempting some NBC Saturday and Sunday programming.

42/ CAMPAIGN COVERAGE
News veterans and political analysts discuss merits of broadcast coverage of presidential races.

46/ STAYING POWER
Virgin Islands radio station staying on air following Hurricane Hugo was island's only link to world.

48/ OUTLOOK FOR THE '90s
Panel of professionals at North Carolina Association of Broadcasters conference predicts increased competition and continued growth of cable in next decade.

53/ SATELLITE ISSUES

Although more than 80 companies showcase hardware during Satellite Communications Users Conference in Washington, panel discussions focus on political, rather than technological, issues.

57/ SETTING PRIORITIES

Members of congressional caucus say that nation's long-term economic health is at risk if high-definition television is ignored.

79/ GATE KEEPER

Gateway Communication's Lew Klein is veteran broadcaster who has never stopped teaching.

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BY THE NUMBERS 1

The California earthquake pushed most of the three networks' regular Tuesday programming off the air as the big three went for special reports and continuous coverage of the catastrophe. With *Roseanne* essentially off the air, except for 21 minutes of a special repeat at 8:09 p.m., *Cheers* (pictured at right) went on to claim the top spot for the week. The postponement of the World Series dampened ABC's chances for clinching a second straight prime time win, and for another boost to its stock price. In fact, the network



finished third for the week. NBC won Week Five with a 14.0 rating and a 23.4 share, followed by CBS's 12.6/21.2 and ABC's 12.1/20.4.

Without complete ratings averages for Tuesday night, Week Five's combined ratings numbers come up short for the big three. For the record, total households delivered for the week stood at 35.64 million, down 2.3 million from Week Four's 37.9 million. On the brighter side, ABC won Tuesday night with a 12.9/21.4 over NBC's 10.8/17.1 and CBS's 10.6/17. ABC also won Monday and

RATINGS ROUNDUP

Rank/rating □ Network □ Show

- 1 ▲ 24.7/38 N *Cheers*
- 2 24.6/40 N *Cosby Show*
- 3 ▲ 22.5/36 N *Different World*
- 4 ▲ 20.6/37 N *Golden Girls*
- 5 20.4/32 N *Dear John*
- 6 ▲ 20.4/36 C 60 Minutes
- 7 ▲ 19.7/35 N *Empty Nest*
- 8 ▲ 18.4/30 C *CBS Sunday Movie*
- 9 ▲ 18.4/23 N *Unsolved Mysteries*
- 10 ▲ 17.1/31 A *NFL Monday Night Football*
- 11 ▼ 17.5/29 C *Murder, She Wrote*
- 12 ▲ 17.3/27 N *NBC Monday Movie*
- 13 ▲ 16.5/26 N *Night Court*
- 14 16.2/26 A *Growing Pains*
- 14 16.2/25 A *Head of the Class*
- 16 ▲ 16.0/30 A *Full House*
- 17 ▲ 15.9/24 N *Hogan Family*
- 18 15.3/24 A *Doogie Howser, M.D.*
- 19 ▼ 15.3/30 N *Hunter*
- 20 ▲ 14.9/26 C *Knots Landing*
- 20 ▲ 14.9/28 A *20/20*
- 22 ▲ 14.5/23 N *ALF*
- 23 ▲ 14.3/25 A *Perfect Strangers*
- 24 14.2/22 A *Designing Women*
- 24 ▲ 14.2/26 A *Family Matters*
- 26 14.1/21 C *Murphy Brown*
- 26 14.1/22 A *Wonder Years, special*
- 28 ▲ 13.8/24 A *Just the Ten of Us*
- 29 ▲ 13.7/22 C *48 Hours*

Rank/rating □ Network □ Show

- 30 ▲ 12.6/21 C *Major Dad*
- 31 ▲ 13.4/25 N *Amen*
- 31 13.4/21 A *Anything But Love*
- 31 ▲ 13.4/21 N *Not House*
- 34 13.2/23 A *ABC News Special*
- 36 ▼ 13.1/21 N *Matlock*
- 36 ▲ 13.0/22 N *Mancuso, FBI, special*
- 37 ▲ 12.8/22 C *Dallas*
- 38 12.6/19 C *Famous Teddy Z*
- 38 ▲ 12.6/20 A *MacGyver*
- 38 ▲ 12.6/22 A *PrimeTime Live*
- 41 12.4/21 A *Roseanne, special*
- 42 12.3/21 C *Newhart*
- 43 12.2/20 C *CBS Wednesday Movie*
- 44 12.1/21 N *NBC News Special, Wed.*
- 45 ▲ 11.9/22 N 227
- 46 11.9/21 A *World Series, pregame*
- 47 11.7/20 A *ABC Sunday Movie*
- 47 11.7/19 C *CBS News Special*
- 47 ▲ 11.7/18 F *Married...With Children*
- 50 ▼ 11.4/19 N *NBC Sunday Movie*
- 51 ▲ 10.7/20 C *Falcon Crest*
- 52 ▼ 10.6/17 C *Rescue: 911*
- 53 ▲ 10.5/16 F *Totally Hidden Video*
- 54 ▼ 10.4/16 N *My Two Dads*

Week 5 □ Oct. 16-Oct. 22

Rank/rating □ Network □ Show

- 54 ▼ 10.4/16 C *People Next Door*
- 56 ▲ 10.3/19 N *Baywatch*
- 57 ▼ 10.2/16 A *Young Riders*
- 58 ▲ 10.1/16 F *America's Most Wanted*
- 59 9.5/15 C *Women of the 21st Century*
- 60 ▲ 9.3/14 N *Sister Kate*
- 61 ▼ 9.0/16 A *Life Goes On*
- 62 8.9/16 N *NBC Friday Movie*
- 62 ▲ 8.9/17 C *Paradise*
- 64 8.8/14 A *Free Spirit*
- 65 ▲ 8.2/14 N *Magical World of Disney*
- 66 ▲ 7.9/14 C *Snoops*
- 66 ▲ 7.9/14 C *Tour of Duty*
- 66 7.8/12 A *Homeroom*
- 66 7.8/12 A *Mission: Impossible*
- 79 7.1/11 N *NBC Tuesday Movie*
- 70 ▲ 7.1/11 F *Open House*
- 72 7.0/13 A *Mr. Belvedere*
- 73 6.7/13 A *ABC Mystery Movie*
- 73 ▲ 6.7/13 F *Cops*
- 75 6.4/12 A *Living Dolls*
- 76 ▼ 6.1/12 C *Sat. Night With Connie Chung*
- 76 ▲ 6.1/10 F *21 Jump Street*
- 78 5.9/10 F *Booker*
- 78 ▲ 5.8/11 F *Reporters*
- 80 ▼ 5.7/8 F *Alien Nation*
- 81 4.7/8 F *Tracey Ullman Show*
- 82 ▲ 3.4/6 F *Beyond Tomorrow*
- 82 ▲ 3.4/6 F *Garry Shandling's Show*

Guide to symbols

▼ Down from last week

▲ Up from last week

Source: Nielsen Media Research
Premiere broadcast

FREEZE FRAMES: Syndication Scorecard *

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune (King World)	13.2	229	99
2	Jeopardy! (King World)	11.5	212	96
3	Cosby Show (Viacom)	9.0	198	96
4	Oprah Winfrey Show (King World)	8.9	203	97
5	Current Affair (20th Century Fox TV)	8.4	181	94
6	Entertainment Tonight (TPE)	7.9	162	95
7	Wheel of Fortune wknd. (King World)	7.8	193	90
8	Charles in Charge, syn. (MCA)	6.3	135	92
9	Donahue (Multimedia)	5.7	218	97
9	Star Search (TPE)	5.7	159	95

* Nielsen weekly pocketpiece

Week ended Oct. 15

Rank	Program (Syndicator)	Rtg	Stns	Covg
11	Mama's Family, synd. (Warner Bros. Dom. TV)	5.0	176	91
12	Geraldo! (Paramount Domestic TV)	4.9	188	97
12	Peoples Court (Warner Bros. Domestic TV)	4.9	166	88
14	Family Feud, synd. (LBS Communications)	4.8	120	82
15	Chip 'N Dale (Buena Vista Television)	4.4	167	96
15	Hard Copy (Paramount Domestic TV)	4.4	146	89
15	Inside Edition (King World)	4.4	94	78
The following shows were rated, but not ranked				
	Wrestling Network (Turner Program Services)	5.7	165	92
	World Wrestling Federation (WWF)	7.9	249	96

Source: Nielsen and Broadcasting's own research.

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CPs ¹	TOTAL ²
Commercial AM	4,965	255	5,220
Commercial FM	4,234	774	5,008
Educational FM	1,401	255	1,656
* Total Radio	10,600	1,284	11,884
Commercial VHF TV	547	21	568
Commercial UHF TV	535	205	740
Educational VHF TV	122	6	128
Educational UHF TV	220	25	245
* Total TV	1,424	257	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,506	1,832
* Total LPTV	624	1,713	2,337
FM translators	1,778	320	2,098
VHF translators	2,717	115	2,832
UHF translators	2,167	439	2,606

CABLE†	
Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ‡ Construction permit. § Instructional TV fixed service. ¶ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

Friday, while NBC won Wednesday, Thursday and Saturday. CBS took Sunday with an 18.7/30.9, over NBC's 10.3/16.8 and ABC's 10.2/16.8.

Weeknight evening news figures were up, and ABC's *World News Tonight* won that race with an 11.5/22, over CBS's 11.2/21 and NBC's 10.7/20. (CBS's evening news program was preempted on Tuesday night.)

ABC's Wednesday news special on the earthquake pulled an 13.2/23, to rank 34th for the week. CBS's *48 Hours* also dealt with the earthquake and delivered a 13.7/22 on Thursday.

NBC's earthquake news special garnered a 12.1/21 and ranked 44th for the week. CBS's special report on Wednesday tied with ABC's Sunday movie for 47th place and grabbed an 11.7/18.

MarketScope

The Standard & Poor's Industrials index closed at 390.92 last Wednesday (Oct. 25), up a slim 0.70 points from the previous Wednesday's close of 390.22. That's up 2.96% from the crash's 379.68 posted on Oct. 13. The 130 stocks tracked in the Stock Index's six categories had 41 advances, 64 declines and 25 remaining unchanged during the seven-day period ended Oct. 25. The five stocks up most in price were led by CapCities ABC's 46% advance to 563 1/2. Two weeks ago the stock closed at 544. Disney gained 5%, or 4.3%, to close at 125 1/4. CBS moved up 5, closing at 202%, followed by Meredith Corp.'s 2% climb and Time Warner's 2% advance. Two Canadian stocks led the decliners for the week. Rogers' class A lost 8, or 5.97%, to close at 126. The class B stock dropped 6 points to close at 107 1/2. Tribune dropped 4 1/4, closing at 50, and was followed by Multimedia's 3 1/2 point drop. Comcast split three-for-two on Oct. 25 and finished that day at 18%.

Stock Index Notes: T-Toronto; A-American; N-NYSE; O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or its obtained by Broadcasting's own research.



STOCK INDEX 1

BROADCASTING										BROADCASTING WITH OTHER MAJOR INTERESTS									
Closing		Closing		Net		Percent		P/E		Market Capitalization		Closing		Closing		Net		Percent	
Oct 25	Oct 18	Oct 25	Oct 18	Change	Change	Ratio	Ratio	Ratio	Ratio	Ratio	Ratio	Oct 25	Oct 18	Oct 25	Oct 18	Change	Change	Ratio	Ratio
N (CBS) Capital Cities/ABC	563 1/2	517 3/8	3/8	46 1/8	08.91	23	10,142	N (BLC) A.M. Radio	35 1/4	36	-	3/4	-02.08	47	699				
N (CBS) CBS	202 1/8	197 1/8	1/8	5	02.53	18	4,775	N (AFI) American Family	18	19 7/8	-1 7/8	-09.43	16	1,480					
A (CCU) Clear Channel	11 7/8	11 7/8			00.00	118	46	0 (ACMA) Assoc. Commun.	36 1/4	36 1/4			00.00	88	675				
A (WTO) Heritage Media	3 1/2	3 5/8	-	1/8	-03.44	-2	126	N (CCN) Clear-Cast	36 1/4	34 1/2	1 3/4	05.07	53	863					
O (CCN) Jasco Commun.	5 7/8	6 3/8	-	1/2	-07.84	-4	58	0 (BUC) Barker Corp.	33 1/4	31	1 1/4	04.03	28	272					
O (LNB) LNB	108 1/4	108		1 1/4	01.15	61	5,607	N (BSC) Bennett Co.	40 3/8	41	-	5/8	-01.52	17	6,514				
0 (BCCC) Olympic Broadcast	1 2/4	1 3/4			00.00		4	0 (BACC) Great Amer. Comm.	10 3/4	11	-	1/4	-02.27	-3	337				
0 (BABC) Gubers Commun.	12 3/4	12 3/4			00.00	8	36	N (UP) Jefferson-Pilot	41 1/4	39 3/4	1 1/2	03.77	19	1,551					
0 (OCMA) Outlet Commun.	26	26 1/4	-	1/4	-00.95	32	170	N (KRT) Knight-Ridder	90 7/8	92 1/8	-1 1/4	-02.39	12	2,617					
A (PFC) Price Commun.	6 1/4	5 1/2	-	1/4	-04.54	-10	40	N (LEB) Lee Enterprises	31	31 7/8	-	7/8	-02.74	18	756				
0 (SAB) Sage Broadcasting	3 1/4	2 3/4	1/2	1/2	16.18	-3	12	N (LC) Liberty	27	37			00.00	21	312				
0 (SCR) Scripps Howard	72	72			00.00	37	743	N (BWP) McGraw-Hill	65 3/8	66 5/8	-1 1/4	-01.87	16	3,178					
0 (SUN) SunGroup Inc.	1 3/4	1 3/4			00.00	-2	4	A (WBA) Media General	24 3/4	25 5/8	-	7/8	-02.45	88	884				
0 (TMD) Telemedia	6 3/4	7 3/8	-	5/8	-08.47	-2	154	N (BWP) Meredith Corp.	28 3/4	33 1/8	2 5/8	07.92	20	686					
0 (TVX) TVX Broadcast	8	4	1	1	25.00		36	0 (MEDI) Multimedia	96	96 1/2	-3 1/2	-03.55	35	1,073					
0 (UTV) United Television	23 3/4	34 3/4	-11	-11	-02.87	11	306	A (NYA) New York Times	27 3/8	29 1/2	-1 1/8	-03.94	14	2,140					

Nov. 9—Presentation of Communications Excellence to Black Audiences Awards, sponsored by *World Institute of Black Communications* (founded by National Black Network), to "pay tribute to corporations, advertising agencies and individuals who demonstrate expertise and sensitivity in focusing on needs and concerns of black consumers." New York Hilton, New York.

Nov. 9-10—Communications law seminar sponsored by *Practising Law Institute*. Sheraton Center hotel, New York. Information: (212) 765-5700.

Nov. 9-11—*National Association of Farm Broadcasters* annual meeting. Crowne Plaza, Kansas City, Mo.

Errata

Station rumored to be threatened with loss of affiliation by Fox Broadcasting Co. (BROADCASTING, Oct. 23) was **WTXF-TV Philadelphia**, not **WFTX-TV Boston**.

casters annual meeting. Crowne Plaza, Kansas City, Mo.

Open Mike

Stamp of Disapproval

EDITOR: In reference to your Oct. 16 editorial "Postage due," I was struck with the fact that a commemorative postage stamp for my old friend Ed Murrow was denied because there has been "no serious campaigning" for it.

In 1990 hundreds of thousands of American men and women will observe the 50th anniversary of the United States Airborne Forces. For more than a year thousands upon thousands of names have been submitted by individual letter and petition for an Airborne commemorative stamp. Thus far there has been absolutely no reaction. Oh! We did hear they were contemplating one to commemorate the Three Stooges.—*William A. Exline (11th Airborne Division, WWII), William A. Exline Inc., San Rafael, Calif.*

Already there

EDITOR: I am writing in reference to an article in your Oct. 16 issue slugged "Florida court coverage." It was stated that "Florida lawmakers worked for the first time last week in the presence of television cameras and radio microphones." The reference was to WFSU-TV-FM Tallahassee's first-time live coverage of the Florida legislature during a special session on issues relating to restricting abortions.

The fact is that Florida Public Television (FPTV), a production arm of Florida Public Broadcasting Service Inc., has provided the people of Florida extensive coverage of reg-

ular, extended and special sessions of the Florida legislature for the past 17 years. During regular sessions, daily one-hour programs titled "Today in the Legislature" are produced by FPTV from legislative chambers and committee rooms. These programs are uplinked and aired each evening by all 11 Florida public TV stations serving every major market in the state. In addition, eight half-hour legislative interview programs are produced in Spanish with members of the Hispanic caucus. Our programing reaches 97 of every 100 Floridians.

In this instance, WFSU-TV, the Tallahassee public television station, received their video signals by microwave from our system. In fact, Florida Public Television, through special arrangements with the legislative leadership, provided video and audio feeds to commercial stations throughout Florida, public stations throughout the nation and all the major national networks during the special session.

We at FPTV take pride in the fact that, over the years, our legislative coverage has become a model for the rest of the nation. Other states continue to turn to our experience for guidance in establishing or expanding their own legislative coverage.

In addition to extensive legislative coverage, FPTV addresses many of the critical issues facing the legislature more comprehensively on our year-round weekly public affairs series, "Florida Crossroads." This program is also carried statewide by every public television station.—*John Thomas, executive producer, Florida Public Television, Tallahassee.*

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